

Washington County

Job Description



Title: Marketing Team W/Spec / Media			
Division: St. George Convention & Tourism Office		Effective Date:	07/10
Department: SGCTO		Last Revised:	01/15
Career Serv: Yes		FLSA:	Exempt

GENERAL PURPOSE

Works in Marketing and is primarily responsible for web media. The goal is to generate tourism for the Washington County area for increased hotel occupancy and media exposure.

SUPERVISION RECEIVED

Works under the general supervision of the Tourism Office Director.

SUPERVISION EXERCISED

None

ESSENTIAL FUNCTIONS

Primary duty is to compare and evaluate possible courses of action and then decide or recommend decisions on significant matters regarding conventions and tourism in Washington County.

Website Marketing:

Researches and determines the best web marketing options based on maximum effectiveness; negotiates and purchases ad space; initiates and monitors new, innovative marketing ideas and promotions to enhance the overall effectiveness of the websites, e.g., search engine optimization, blogs, video, You Tube, email campaigns, SEM, social networking, etc. to enhance the overall effectiveness of the CTO and to keep Washington County tourism competitive with comparable markets.

Event Web Marketing:

Uses social media or other appropriate marketing tools to promote special events in the county. Marquee events such as Ironman SG would require a comprehensive campaign to ensure continued success.

Website Maintenance:

Works with the marketing team in the development and ongoing maintenance of the CTO websites: VisitStGeorge.com, RedRockGolf.com. Works with team members to establish the concept, look, feel and tone for the sites; gathers information and images; writes copy, proofs and verifies content and data; determines the proper sources for programming and hosting the websites; negotiates contracts.

Graphic Design:

Works with the marketing team in ad creations or modifications for web applications.

General Marketing:

Participates in general marketing efforts for the Tourism Office; participates in marketing expos when/if necessary; serves as a tourism representative on associations and committees; makes tourism-related presentations to interested groups and others as required, etc.

Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Bachelor's Degree in marketing or graphic design;

AND

B. Minimum of three (3) years of experience in Adobe Creative Suite, web marketing, or related field. Foreign language skills desirable but not mandatory;

OR

C. An equivalent combination of education and experience.

2. Required Knowledge, Skills, and Abilities:

Considerable knowledge of the following computer applications: Word Press, Adobe Creative Suite -Illustrator, Photoshop, InDesign, Flash and Dreamweaver. Must have experience with or knowledge of web marketing trends and tactics; search engine optimization, social media, database marketing, etc., graphic design methods and practices related to advertising, design, layout and copywriting; technical processes for developing digital media materials; public speaking; business and technical writing; interpersonal communication skills; public relations.

Considerable skill in the art of diplomacy, cooperative problem solving and lobbying; use of office equipment, i.e. personal computer, Microsoft Office Suite and other software applications as needed to perform essential functions; phone, fax, adding machine, copy machine, scanner, digital camera, etc.; math, English, and grammar skills; the use of audio visual equipment.

Ability to manage a comprehensive marketing program; analyze problems, identify solutions and project consequences of proposed actions; operate personal computer in utilizing various programs to produce or compose marketing materials, formal documents, proposals, reports and records; prepare and present budget estimates; communicate effectively, verbally and in writing; develop effective working relationships with supervisors, clients, fellow employees, public officials, and the public; work independently and deal effectively with considerable stress caused by work load and time deadlines; identify and respond to sensitive community and organization issues; exercise initiative and independent judgment and to act resourcefully under varying conditions; ability to generate/foster corporate and partnership support.

3. Special Qualifications:

Must possess a valid state of Utah Driver's License and be able to obtain a U.S. Passport.

4. Work Environment:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, related to walking, standing, stooping, sitting, and reaching. Hand-eye coordination is necessary to operate computers, audio/visual equipment and various pieces of office equipment. Mental application utilizes memory for details, listening, patience, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Ability and availability to travel out of the area for pre-determined marketing shows/events; hours worked could vary to include early morning and late evenings as well as weekends and holidays.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.